

2. (Amended) The holder of claim 1, wherein the multi-sided cross-section of the at least one bore and the multi-sided cross-section of the ends of the split ring are square.

3. (Amended) The holder of claim 1, wherein the multi-sided cross-section of the at least one bore and the multi-sided cross-section of the ends of the split ring are hexagonal.

4. (Amended) The holder of claim 1, wherein the multi-sided cross-section of the at least one bore and the multi-sided cross-section of the ends of the split ring are octagonal.

8. (Amended) A holder comprising:

a. a suction cup having a cup portion and a neck extending from the cup portion, the neck containing a transverse bore having a multi-sided cross section, and

b. a hook having two ends, a portion of said hook adjacent one of said ends having a multi-sided cross-section complementary to the bore, said portion fitted within the bore so that the hook can be rotated within the bore from a first position to a second position such that in each position every side of the portion of the hook is opposite a side of the bore.

11. (Amended) A holder and flag comprising:

a. a suction cup having a cup portion and a neck extending from the cup portion, the neck containing a transverse bore having a multi-sided cross section, and

b. a flag having a display portion attached to a pole, at least a portion of said pole having a multi-sided cross-section complementary to the bore, said portion fitted within the bore so that